Christmas Wonder.

Never Such a Focus of Opportunities

to our store, all with the object of making your visits here more pleasant,

more convenient, more comfortable and more profitable, we will never

permit them to cast an illusion about the merchandise itself. It is the

merchandise that does and always has stamped the character of Loeser's.

And there is no time like Christmas when merchandise needs to be exactly

as represented. You certainly want to feel that

anything you give away carries with it the character

world to shop, and no year has given such opportunities as we are offering these holidays. Come early, it's

Locomotives

All at half price.

Loeser's is the most satisfactory place in the

Though we are constantly making great enlargements and betterments

NEW YORK, SUNDAY, DECEMBER 14, 1902.—Copyright, 1902, by The Sun Printing and Publishing Associate

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BROOKLYN.

FREDERICK LOESER & CO.

25c

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30c

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35c

60c

45c

1.25

19c

50c 35c 75c 75c 1.00

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BROOKLYN ADVERTISEMENTS.

BROOKLYN ADVERTISEMENTS.

Nine Days More of

FREDERICK LOESER & CO

Hall Runners, \$22.50,

## Furnishings for Men.

Never Such Extraordinary Offers.

Men's \$4.00 House Coats at \$3.00. Men's \$5.00 House Coats at \$3.50. Men's \$6.50 House Coats at \$4.50 Men's \$7.50 House Coats at \$5.95. Men's \$10.50 House Coats at \$7.35. Men's \$13.50 House Coats at \$10.35. Men's \$4.00 Bath Robes at \$2.95. Men's \$5.00 Bath Robes at \$3.45. Men's \$7.50 Bath Robes at \$4.95.

Men's \$7.50 Bath Robes at \$5.75. Men's \$10.00 Bath Robes at \$7.50. Men's \$11.50 Bath Robes at \$8.50. Men's \$13.50 Bath Robes at \$10.00. Men's \$16.50 Bath Robes at \$12.50.

50c. SCARFS AT 25c. - Four-in-hand and tecks in fancy silks, black and polka dot.

BOYS' FURNISHINGS, RIGHT NEAR-50c. suspenders in separate boxes, for 25c.

75c. suspenders of lisle webbing in separate boxes for 50c. 50c. scarfs at 25c. Several shapes, all the good ones. Best silks

Boys' full dress protectors, \$1.25 quality at 90c. This just to introduce these to the boys. AT FULTON ST. DOORS-

150 fancy figured and striped shirts for 95c., pleated or plain bosoms; real winter shirts. Men's scarfs, 50c. for real \$1.00 kinds; four-in-hand, tecks, puffs and all the smaller shapes. \$1.00 for \$1.50 kinds, variety very large. At \$1.50 and \$2.00—English squares and all the good shapes in

Men's silk suspenders, \$1.00 kinds for 50c.-Each in a beautiful gift box; all selections.

## Men' Sack Suits.

\$10.50 Instead of \$16.50 to \$20.00.

better suit value has never been offered. The suits are all hand tailored, very snappy and stylish in appearance, shaped shoulders, close fitting collars, graceful fitting backs, with the long collar and lapels. Suits that are correct in every detail. The materials are mixed cheviots and cassimeres, in medium and dark colors; sizes are 34 to 44, including stouts and slims.

Men's Tuxedo Coats, dress worsteds, silk lined, \$15.00.

Full dress coat and vests, dress worsteds, silk lined, \$27.50.

ABOUT ONE HUNDRED Rainproof Coats and Mackintoshes at half prices—broker s and sizes. Any man, if he can be fitted, will find these a genuine bargain.

## Startling Holiday Silks.

75c. for \$1.50 Black Satin Crepe de Chine. On account of some slight imperfections made by the dyer and finisher we offer this lot of real \$1.50 quality black Satin Crepe at 75c. yard.

79c. for \$1.25 Colored Peau de Cygne. This is an elegant quality of all silk Peau de Cygue, 22 inches wide, white, ivory, cream, nile. rose, ciel, mais, turquouse, old rose, pearl, porcelain, reseda, illac, silver, tan, brown, cardinal, navy and black.

69c. for \$1.00 Moire Velours. A regular \$1.00 Mousseline Moire Velour, plain and with satin stripe, evening, street

Waist, Skirt and Dress Patterns 1-3 to 1-2 Off. We have 3,000 of these neatly boxed for the holidays at \$1.50 to \$10.00 each.

BLACK TAFFETA SILKS at 59c., 69c., 79c., 89c. and \$1.00 yd; 21 to 27 inches wide—real value 75c. to \$1.25, and they are guaranteed.

PRINTED SATIN FOULARDS. First opening of the new styles for 1903.

Black and Colored Velvets.

BLACK SILK FACED VELVET at 75c. for regular \$1.25 kind. Rich feather black, only 1,000 yards.
COLORED SILK FACED MIRROR VELVETS at 69c. instead of \$1.25. 700

## Black and Colored Dress Goods. Dress Lengths for Holidays.

Any of these will be neatly boxed free of charge whenever desired. The prices, you will see, are extraordinary.

Dress lengths black Sicilian, \$2.73; value \$3.50. Dress lengths black canvas voile, \$3.43; value \$4.50. Dress lengths black basket cheviot, \$3.48; value \$6.00. Dress lengths black cheviot, \$2.94; value \$4.50. Dress lengths black cheviot, \$3.54; value \$6.60. Dress lengths black camel's hair, \$4.50; value \$7.50. Dress lengths black Venetian, \$4.13; value \$5.95. Dress lengths black twine voile, \$4.50; value \$6.00. Dress lengths black novelties, \$6.98; value \$10.50. Dress lengths black broadcloth, \$7.50; value \$10.50. Dress lengths black broadcloth, \$9.00; value \$15.00. Dress lengths navy Sicilian, \$2.73; value \$3.50. Dress lengths navy canvas voile, \$3.43; value \$4.50. Dress lengths Venetian, all colors, \$4.13; value \$5.95.

# Umbrella Suggestions.

Some Extraordinary Values. And what a fine present to a man or woman either one of the values will make!

At \$2.98 Instead of \$5.00. Men's 28 inch Yarn dyed Union Silk Taffeta, cases and tassels, best frames and rods.

Handles are French horn, sweeps, ash, box and furze, natural. Best wearing umbrella made.

Ladies' All-Silk Serge, All-Silk Taffeta and Yarn dyed Taffeta, all very close rolling, best trames and rods, cases and tassels; innumerable styles in fancy handles.

A handsome collection of silk Umbrellas in a variety of exclusive style handles,

At \$5.49 Instead of \$8 to \$9. Men's 28 inch and Women's 26 inch, of heavy all silk selvedge. The handles are all the popular and new styles of the season. Something in the lot sure to please every one's fancy.

### AT \$2.90 - Men's black goat At \$4.98 Instead of \$7.50. AT \$3.50-Men's monkey skin

AT \$2.00, BLACK; TAN, \$2.25 - Men's tan and black

AT \$2.90 - Men's tan and black

vici kid Faust slippers, kid

cavalier slippers, the latest style

slippers, kid lined, hand sewed.

lined, hand sewed.

slipper for men.

SHOP EARLY.

Clergyman's Suggestion for Practical Christianity at This Season.

All Angel's Church at West End avenue and Eighty-first street, has a congregation announcements he said, substantially:

# Our Oriental Rug Sale.

Rare Importations at Remarkable Prices.

Interest in this greatest of all Oriental rug sales seems to increase rather than diminish as the sale progresses.

It is a most beautiful collection of rugs, representing the best and choicest products the far East has ever sent to this country.

The sale embraces all the most practical sizes, from the largest to

the smallest useful creations. Some beautiful specimens of modern Persian Carpets, notably the Kirmanshah, Meshed and the Goerevan, and some of the finest Afghan

Antique Carpets we have ever shown, all being practical sizes and the very kinds that find welceme in any home. Among the Antique Iran Rugs are the Serebend, Feraghan and Murghab, of interest to every art lover. Exquisite specimens of Kirmanshah and Tabriz Rugs and delicate design and color creations in Anatolian and

Sultanabad silk Rugs. The harmonies of color and designs have never been excelled and

just to see this collection will be a treat to any Rug connoisseur. Here are a few hints of the prices, all very much below the regular

cost of similar qualities: Shirvans at \$12.00. Shirvans at \$13.50. Shirvans at \$17.50. Large Mosouls at \$15.00. Irans, \$18.00 to \$35.00 Silk Persians, \$195.00 and \$210.00. Beloochistans, \$17.00 to \$26.50

Fine East India Carpets.

Turkish Carpets.

All-wool Smyrna Rugs

Silk Anatolians, \$72.50.

## Enamelled Iron Bedsteads 1/3 Off.

Fancy Colored, and 45 Kinds for Choice. This is one of the best enamelled iron Bedstead offers we have given this year. The atterns are all newest and prettiest—shades of pink, blue, green, helio and black—can match

Prices are \$5.35 to \$15.25. Prices were \$8.00 to \$23.00. Morris Chairs at Big Saving.

And a Morris Chair is always a comfortable Christmas gift. There are both oak and nahogany finish, neatly designed frames, good finish and fitted with reversible velour cushions

\$1.09 For \$1.50 Body Brussels.

89c. for \$1.25 Wilton Velvets.

splendid assortment of parlor, hall and stair patterns. An opportunity to do some carpeting for Christmas at a large saving. Carpets are advancing in price.

Oriental Curtains and Draperies.

is that will stand the

extra good carpets-

These Brussels are from the famous Bigelow Lowell Mills; special patterns and colorings

dest kind of service. You'll find

### Most Important Piano Offer Yet. Here Are Prices That Are Revolutionary. Two Rare Carpet Offers.

Our Piano business has grown to such proportions that it has become necessary to make important changes in order to prepare for future expansion. We cannot enter into details at this time, but will say that the plans contemplate a large addition to present wareroom space, necessitating a remodelling of a large portion of the fourth floor in order to properly display new stock and the securing of a three story fifty foot front building in our vicinity to accommedate our repair shop, where the hundreds of planes taken in exchange and those returned from rentals may be

Toys Cheaper Than Anywhere Else.

Basement---Three New Exits to Elm Place.

at any other store in Greater New York. Every hour is making this fact the wider known and the crowds are increasing. Come before the last days and you will save time as well as enjoy the shopping more. Here are

some hints-but, by the way, compare our dolls with those anywhere. Enough said.

Mechanical tin toys.

Crawling lobsters.

Birds in cages.

Bootblacks.

Santa Claus.

Acrobats.

Windmills

Sawmills.

Clowns.

This is the most practical toy store in the whole city and you can positively buy toys cheaper here than

At 13c, instead

of 25c.

\$3.49 instead

put in perfect order, and for the storage of surplus new stock.

We figured that these changes could be made without interfering with our regular routine, but we find that used and second hand pianos are accumulating far beyond our present storage capacity, therefore something must be done to relieve the situation. We know this stock would have to be disposed of in January at a sacrifice. It has occurred to us that inasmuch as a sacrifice must be made why not make it before Christmas, as a sort of Christmas gift, so to speak? This has been decided upon; we therefore present an array of piano values that will clear our floors of surplus stock and give us working room for the improvements to be started immediately after Christmas.

The stock has been gone over carefully, and all shopworn, slightly used, discontinued style and second hand pianos have been reduced in to figures that seem ridiculous.

Heller & Co., largest size, walnut, plain or

Loeser guarantee is behind every piano offered. Look the list over carefully. You are bound to find what you want.

Upright Pianos, \$100 each. Terms \$10.00 Richmond, largest size, mahogany, plain panels, slightly used; cost new \$245, for Engel & Co., large size; cost new \$350, Richmond, largest size, Circassian wainut case, carved panels, slightly used; cost new \$245, for \$185. Fischer, large size; cost new \$350, for \$100. Upright Pianos, \$ 125 each. Terms \$10.00 cash, \$6.00 monthly. Richmond, largest size, golden oak case, like new; cost new \$245, for \$185.
Upright Pianos at \$200 each.

Wheelock, medium size, mahogany case; cost new \$350, for \$125. Gross & Co., large size, mahogany case; cost new \$300, for \$125. Heiler & Co., largest size, mahogany case, plain or fancy panels; sold in many cities at Biddle, large size, walnut case; cost \$275, for \$125. \$250, for \$200. Upright Pianos at \$150 each. \$10.00 cash, \$6.00 monthly.

Magnetic Toys put up in neat glass covered !

boxes containing fishes, alligators, ducks, frogs,

boats, etc. All will follow the magnet through

Leicht & Co., medium size, walnut case, slightly used; cost new \$200, for \$150.

Riccs & Son, large size, mahogany case; value \$225, for \$150. Ricca & Son, large size, walnut case; value \$225. for \$100. Schiller, medium size, mahogany case, slightly used; cost new \$220, for \$150.
Schiller, medium size walnut case, slightly used; cost new \$220, for \$150. Upright Pianos at \$175 each. Terms \$10.00

cash and \$6.00 monthly. Singer, large size, Hungarian walnut case, mandolin attachment; value \$200, for \$175. Richmond, largest size, mahogany case, slightly used; value \$245, for \$175.
Upright Pianos at \$185 each. Terms \$10.00 cash, \$6.00 monthly.

Richmond, largest size, mahogany case, carved panels, slightly used; cost new \$245.

for \$185.

The Holiday Slippers

For Men and Women.

home for the man. A woman prefers a rocking chair. Our stock of slippers was never better. For this last full week before Christ-

mas we have greatly augmented our stock, and nowhere will you find

such excellent quality slippers at such particularly low prices.

AT \$1.50—Men's black and tan willow calf slippers, kid lined.

vici kid slippers, hand sewed, kid lined.

Men's and women'e eiderdown

women's colors, pink, blue, red and gray, 59c.

AT \$1.00 — Women's Alfred Dolge felt slippers, high and low cut, red and black.

AT \$1.75 — Women's velvet Romen's velvet R

meo slippers, fur trimmed in black, red, dark green and

slippers, leather soles; men's colors, red and gray, 85c.;

A Morris chair and a pair of slippers, and there's no place like

carved panels; sold in many cities at \$250, for \$200. UPRIGHT PIANOS AT \$215 EACH. Early in November we contracted with MESSRS. R. S. HOWARD & CO., of New York, for a number of Pianos, in two sizes, stock to be delivered December 1. One of the sizes Messrs. Howard & Co cannot finish for December delivery. We have therefore instructed them to make the entire order for one style, the medium size, in walnut and mahogany casings, same to be delivered at the rate of eight a day until the order is filled. This entire lot goes on sale at \$215 each. Sold throughout the country at from \$250 to

2 SMITH & BARNES, largest size, ma hogany, shopworn; regular \$265, for \$215.

1 SMITH & BARNES, largest size, walnut case, shopworn; regular \$265, for \$215.

1 SCHILLER, largest size, mahogany case (used); regular \$250, for \$215.

1 SCHILLER, largest size, wain ut case (used); regular \$250, for \$215.

Automobiles that run by steam and clock

29c. instead of 49c.

Wine sets for doll house decoration.

Upright Pianos at \$225. 4 Smith & Barnes, largest size, mahogany cases, shopworn; regular price \$280, for \$225.

1 Smith & Barnes, largest size, walnut case, shopworn, \$280, for \$225.

Upright Pianos at \$235. Heller & Co., largest size, Flemish oak case of massive design; sold throughout the country at \$300, for \$235. Upright Pianos, \$250 each. Terms \$10.00

cash, \$5.00 monthly.
Smith & Barnes, boudoir size, in mahogany, walnut or oak cases. Schiller Uprights, large size, mahogany or walnut cases. Upright Planos, \$260 each. Terms \$10.00

cash, \$6.00 monthly. Heller & Co., largest size, mahogany or oak cases, extra heavy, massive design; sold throughout the country at \$300 and \$325, for

Upright Pianos at \$265 each. Terms \$10.00 cash, \$7.50 monthly.
Smith & Barnes, largest size, mahogany,

Upright Pianos at \$280 each. Terms \$10.00 cash, \$7.50 monthly. Smith & Barnes, largest size, extra fine finished cases in mahogany or walnut.

Pianos selected now will be delivered
Christmas Day if desired. A visit of inspection is cordially invited.

Why Not a Watch?

And remember, the Loeser name stands back of every watch we sell. The Watch Store to-morrow will experience a busy day

Men's 20 year, gold filled, open | Elgin movements; regular ace. plain polished case, screw | \$22.75, now \$18.75.

ments; regular \$9.75, now \$8.00.

Men's 20 year, gold filled, same tyle as above, thinner model, arge dial, regular \$11.25; now \$9.25.

Men's 20 year, gold filled, hunting case, engraved or engine turned, Waltham or Elgin movements; regular \$9.00, now \$7.50.

Women's 20 year, gold filled, hunting case, engraved or engine turned, Waltham or Elgin movements; regular \$11.70 now \$9.50.

ing case, engraved or engine turned, Waltham and Elgin regular \$11.70, now \$9.50.

Women's 20 year, gold filled,

movements; regular \$13.98. now hunting case, engraved or engine \$11.98.

Men's 14 kt. gold, open face, ments; regular \$12.98, now plain polished case, Waltham and | \$10.98.

Never were watches to be bought for so little.

face, plain polished case, screw back, Waltham or Elgin move-

ments; regular \$9.75, now \$8.00. Men's 20 year, gold filled, same style as above, thinner model,

large dial, regular \$11.25; now \$9.25.

Plano Warerooms, Fourth floor

Men's sterling silver hunting

## Sweeping Sale Half Prices and Under. This sale is unusually interesting because timely. The goods have the Christmes atmosphere about them. It is a rare opportunity to get Phulkarie draperies, India print curtains, table covers. &c., at a small fraction of their regular worth. We hint at some of the prices.

India print cartains, both portiere size and extra large :-49c. each for regular \$1.00 to \$2.00 each. 98c. each for regular \$2.00 to \$3.50 each.

Silk embroidered Phulkaries, Ketch Skirts, &c.:—\$1.75, \$2.98, Regular value, \$4.50, \$6.75,

25c. and 50c. each, regular \$1.00 and \$2.00 each. French Velour Table Covers.

1½ yds. sq. \$3.98 \$5.75

\$12.00 Lace Curtains Almost Half Price.

All the 2, 3 and 4 pair lots, American, Arabian, Nottingham and Renaissance lace AMERICAN ARAB CURTAINS:

\$3.95 Regular value, \$5.00 WHITE NOTTINGHAM LACE CURTAINS: \$1.45 \$1.89 \$2.35 Regular values to \$2.00 \$2.50 \$3.00

\$4.00 pair. RENAISSANCE LACE CURTAINS:-\$5.45 Regular \$10.00

128 pairs heavy figured Tapestry and Bordered Portieres, \$3.50 for regular values to \$5.00. 95 pairs silk finish mercerized and rich bordered Portieres, in solid, rich colorings and toned effects, \$6.50 pair; regular values to \$9.50 pair.

# A Sewing Machine.

Easiest to Buy at Loeser's.

There is not a better Sewing Machine value obtainable anywhere. These machines are made under the most improved scientific plans, and every Sewing Machine we sell we guarantee tor five years. We will gladly send an expert instructor to your home free of charge, and to-morrow, with each machine, we will give a Goldmans Automatic Tucker. The Loeser 1903 Automatic Drop head Sewing Machine, 5 drawer, \$25.50; 7 drawer,

The Leeser Special—3 drawer, box top, \$10.98; 3 drawer, drop head, \$12.50; 5 drawer, drop head, \$13.98; 7 drawer, \$14.98. Better and finer grades at \$18.98 to \$45.00.

THE KISSING PERIL. What Happened to a Culture Plate Bussed by a Virginia Girl.

RICHMOND, Va., Dec. 9 -Dr. R. B. Ware's anti-kissing bill, still pending in the House of Delegates, has raised a storm of disapproval all over the State from people of all conditions. Old men, girls, bachelors, married women and maiden ladies have expostulated against the innovation and written protests to members of the Legis-

Dr. Ware stands nobly to his guns, while

the storm rages around him. His original supporters have deserted him under the fire of disapproval. The bachelor members caucused on the measure and decided to beat it at all hazards.

Dr. Ware is in dead earnest. He be lieves promiscuous kissing should be prevented by law, and that any man who can not give a clean certificate from his family physician and kisses a woman should be declared a criminal.

Dr. Ware said to-day that he was satisfied that the introduction of his bill had done a great deal of good, and that it had

accomplished the purpose which inspired it.

"As a practising physician," said he, "I desired to call the attention of the public to the danger of promiscuous kissing, and to warn consumptives not to offer to kiss other persons. Its introduction, I believe, has directed public attention to the matter, which the medical profession regards as very important, and I believe it will result in a vast amount of good."

Dr. W. H. Taylor, Coroner, State chemist and savant, is also positive that dangerous bacteria can be communicated by kissing, though he is more philosophical than Dr. Ware, and believes kissing will continue unabated to the end of time

Dr. Taylor made his deductions as to the danger by a s ries of interesting experiments at the Richmond High School as professor of c emistry. He would take a culture plate, which is nothing more than outline place to glass covered with gelatin, on which bacteria grow readily. Then he would pick out some healthy and pretty girl, and get her to kiss the plate of the place touched by the cherry-red lips would change. Millions of bacteria, in their usual "colonies" would be conspicuous. Whether these were a harmful or harmless variety Dr. Taylor did not find out.

The Rev. De Lancey Townsend, rector

whose members are rather fond of the very plain manner in which he speaks to them. Last Sunday, for example, in making his "I wish to make a request of the women of this congregation which may seem at

first out of place, but I think you will agree when I have made it that it is altogether proper. I want to ask you to do your shopping in the next two weeks before 5 o'clock in the afternoon.

"This is the season when you are preparing for the season of good cheer. It is right that you should make such preparations for the season as your means and inclinations may allow;

"But remember that there are many who do not enjoy your privileges. I mean more particularly the thousands of women and girls who are employed in the marts and shops of this great city.

"At a season like this their work is unusually trying. They go to their places of them, most of them, live at considerable distances from their places of business. They go to their places of business. They